



A . A . M . M . NEWS

WASHINGTON CHAPTER
AMERICAN ASSOCIATION OF MASSEURS & MASSUSES

ARTHUR DUNBAR --EDITOR

April 1954

MILTON A NIEDFELT---ASSISTANT
805 E. Denny---- Seattle Washington CA 8655

E-L-E-C-T-I-O-N OF O-P-F-I-C-E-R-S

EENY! MEENY! MINEY! MOE!
Catch a member by the toe
If he hollers, make him pay
Twenty dollars every day!

OUR MONTHLY MESSAGE

By

Arthur Mann
Washington State President

Planning For the Comming Year

Eeny! Meeny! Miney! Moe!----- We hope we have Moe members who will be willing to serve as officers and on committees this year.

If you happen to be "Moe", who was caught by the toe, I hope you don't decline the nomination as the old members are showing wear and tear and I think at this time we could use some new timber and new ideas.

You all recall the story of "The little Red Hen," who because she was willing ended up doing it all. Our next meeting in Seattle will be election of Officers and we hope to see a large attendance.

I was happy to note at our last meeting that there was a larger attendance and everyone seemed to enjoy the lecture and demonstration of Dr. Edward D. Turnsen. We hope to continue having more of these type of meetings.

EDITORIAL SELECTION OF OFFICERS

Above our State President has pleaded with members who are selected as Officers to come forward and do their part and become officers. Our next meeting in Seattle: May 2nd-- at the Swedish Club 1627--8th Ave, Seattle Wash. will elect Officers. But it isn't only Seattle Local that will select Officers, it won't be long when Spokane will also select Officers, and again we will select or re-elect officers at our State Convention in Vancouver Washington, and then each State will

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elect officers and then the big election of our National Officers.

DID YOU EVER THINK WHAT THIS INVOLVES?----- Did it ever appeal to you that we have spent much time and effort to build our Association, and that when you select officers that all this money and all the volunteer effort, and all the time spent in building our Association will be wasted if we elect officers that won't function!

Did it ever appeal to you that the Washington Chapter is now five years old, and that we have spent over \$1000.00 for a State Massage Bill alone, that our dues from year to year for the last four years has been together, \$250.00 per year, and this last year it has

been \$500.00 or more making a total of about \$2,500.00 spent to build the Washington chapter in cash alone! Besides that, much time and effort has been voluntary so that we can make our profession recognized, so that we can get legitimate business.... But do we members realize that when we vote to elect officers that we are voting to entrust certain members with all this structure, and our good name, and all we stand for professionally---Then don't miss coming to vote for your choice---- Not by necktie, not by color of their dress, but vote for the person who will have your money, your organization, and your profession at heart. Don't fail your Organization and you will be true to yourself. ---By Niedfelt

F-E-A-T-U-R-E A-R-T--I-C-L-E

By Dr. Edward D. Turnsen, Seattle Wash

Report of his talk to the Seattle Chapter

March 7, 1954

"I am here on an invitation by your Mr. Niedfelt, who was kind enough to ask me to talk to you a little about massage in general, its future and especially what I think, could or should be done to improve the situation generally, professionally and legally.

To me, who has been in this wonderful profession for over twenty years and who has confronted similar situations in different countries, it does not seem too difficult to see the right and perhaps only path ahead. Mr. Niedfelt showed me--may I say--the 10 commandments your association would like their members to follow, I must say they are just right, and out of those rules you should try to construct your professional life and the attitude toward the public as well as toward your fellow member and the medical profession.

I personally, just can't disconnect our profession (as being one part of the healing art) from the medical profession, I am not a M.D., but I have worked under them, and with them all the time of my professional career, and I fared pretty good, no matter in which country I was. But I also know how hard and discouraging it is, sometimes, to get recognition for our profession. As a great believer in cooperation of all forces connected with the healing art I am sure, that time is just around the corner where each and everyone of us will have his particular field recognized and respected.

Of course this all depends upon how we prepare ourselves to meet all the requirements necessary to do our part. Ignorance will hurt us most as well as contemptuousness and over confidence. Schooling, passing the examination and receiving a license as a massage technician should be just the beginning of our career. Further study, and bringing ourselves continuously up to date in the field of our profession is essential. It is essential too that we stick to massage as a very important part of physical therapy and do not try to adopt other factors to our profession as for instance, Chiropractic, or even other factors which belong to Medicine, even if we think those factors

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could help us increase the number of patients and could add to our esteem. We should never be as contemptuous as to think that we know more than our professional neighbor, and we should never become so overconfident as to think that having had success with one case, consequently we will always have success.

Keeping all this in mind, I do not see anything that could possibly endanger the future of the massage profession generally and professionally. As far as the legal recognition of the profession is concerned I do not know too much. But I ^{really} believe that as long as you build up a strong and reputable organization, which follows strictly the rules of your association, that there is nothing to fear.

As long as you have to adjust yourselves to the fact that you service the public and are open for criticism, as long as you avoid everything to bring about criticism, as long as you know how to meet the patient, and that your moral standard must be the highest, and that you do not do more than your professiona limits you to do--if you keep this constantly in your mind--there is nothing that could possibly endanger the recognition by the legal authority.

(Editor--Dr.Turnsen then discussed the following with us)

1. The location of your work.
2. How to meet the patient, how to bring about confidence, how to eliminate embarrassing situations, how to initiate a treatment, how to follow through and how to finish.
3. The sick patient, how to relax him, how to let him know in short but sensible way what you think you could do for him after his physician has talked to you.
4. Insurance in the profession.
5. Cooperation with your association (let the officers of your organization know if anything happened professionally that was out of the ordinary. This accumulated could form a very valuable means of study for all the members.
6. Morality in the profession
7. Health Authorities inspection of your place of work.

(At the close of this talk Dr. Turnsen gve us a wonderful demonstration answering a lot of questions at the same time.)

Who is Dr. Turnsen?

He was born in Vienna, Austria, where he graduated from the Vienna University in 1930. After completing his studies in physical therapy at the Polyclinic of Vienna in 1932 he became, later, instructor of physical therapy (especially massage) for internes and nurses at the Rothchild Hospital in Vienna. Came to Seattle in 1947. At present he is a member of the International Academy of Physical Therapy and represent this organization in the State of Washington.

EDITORIAL-- By Milton A Niedfelt
WE NEED MORE MASSAGE TECHNICIANS!

Research into the Massage profession staggers the mind. Many times we have been told that we need "MORE MASSEURS AND MASSUSES" but our members haven't yet been trained to realize this fact. Some of them question the matter saying, that they could do more work themselves, if they had it; and the pay is ~~poor~~ --They ask "Why more masseurs and massuses?"

We don't need more "RUBBERS"--We need trained personnel that can "SELL MASSAGE" and Sell our Association to the members as our National President, Mr. Alexander says. We need more Publicity, we need EXPERTS!

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This month we are going to see 20,000 bowlers in and out of Seattle. Every other establishment will get a portion of the money these people spend in Seattle, but the Massage Technicians will get very little ----the simple reason is that we have not developed our market.

One member of our Association asked with some disgust what was the purpose of putting in that item about the Bowlers, ---The idea was Salesmanship! ---It shows the field we missed. Salesmanship should be one of the features every technician should learn. Unless we are missionaries now, and salesmen later, we can't even scratch the field of Massage. Certainly this field needs ploughing badly!

Not only the Bowlers need massage, not only the sick people with arthritis, not only athletic people, and Oldsters need massage, but most everyone needs massage.

It is too bad that so many people have had an IMMITATION of Massage by some correspondent school student, or some 60 day student, and missed the real technique. It is too bad that so many have wrong-
ly made up their minds from such a poor source. And many of these people have made up their minds that Massage was just a "RUB" --- So we must educate REAL MASSAGE TECHNICIANS. Again go over the field, plough deep, and make enthusiastic supporters who have respect for Massage and our A.A.M.M. and our personnel.

This is the task our members must set for themselves to do. So many of our members pay their dues and nothing more. They can't attend meetings, because it is too far away, and they seem to get lost ----Well lets don't get lost, Our little paper, and our A.A.M.M. marks the upward trend quite well, and it is the duty of each member to mark well the fact that we must sell our Organization to the Public, and we must sell our program to ourselves. We must find out what the A.A.M.M. is doing, and we must enlighten ourselves, as members and do something each day, each week, each treatment to bring about the devotion to our Association.

We need more Massage technicians that can develop our enormous market---And our schools must also have such training in mind if they desire "RECOGNITION" --- By M. A. Niedfelt

We are reminded by our National Secty-treas, Mr. D.S. Carlson that Florida now has a GOOD MASSAGE law---lets all find out about it. write the Secretary of State, Tallahassee Florida, ask for a copy.

Mrs. Glen Le Baron, of Seattle Washington, dean of the Myopractic College of America, and also dean of the Washington College of Massotherapy, is leaving Seattle Saturday, March 20th, 1954 to go to Chicago Illinois, to confer with Dr. M.O. Garten, about the science of Myopractic. She is expected to return again to Seattle in about thirty days.

Mr. & Mrs. Joe Heisler of the Heisler School of Massage of Seattle were vacationing in California and expressed their regrets that they were unable to attend the fifth anniversary birthday party of Seattle and Washington Chapter held February 7, 1954 in Seattle.

Ray Hunt of the Broadmoore College of Massage attended our Fifth Birthday party of the Seattle and Washington Chapter February 7, 1954, and said he had a fine time, and appreciated the party very much, and that we should have more of such fine entertainment. By the way Mr. Hunt is a Charter member of the two Chapters.

The one thing that Massage does-- is to awaken the INATE LIFE OF THE BODY, causing the body, itself and all its parts to become alive and function.

M-A-S-S-A-G-E and I-T-S E-F-F-E-C-T

By

P.R. Canaday--- DesMoines Washington

The first effect of massage is purely mechanical; it consists in removal of fat that has worked from the pores and the cast off cells of the epidermis. Most efficient after a good sweat. The skin is cleaned by the removal of the dead cells of the epidermis, becomes softer and more elastic. The secretions of the sebaceous and sudoriferous glands are increased, the absorption of oxygen and rejection of carbonic acid are promoted, the physiological properties of the skin are intensified. At the same time the fine endings of the nerves which are in the skin are wholesomely stimulated by the mechanical action; the circulation of blood in the skin is accelerated; the nutritive process is brisker; the excretion is increased and as a consequence the other excretory organs (lungs, kidneys, and etc.) are considerably relieved.

In the second place, the effect of the various kinds of massage extends to another important part of our system; the muscles. Each muscle, like every other organ, is subject to the laws of metabolism. The waste matter or products of combustion which accumulate in the muscles when they are active, and cause the condition of fatigue, have to be removed as they offer a resistance to the contraction of the muscles. This happens by both the blood and the lymph stream carrying away the used up matter and supplying fresh in their place. The nourishment of the muscles, which is accomplished in this way, is prompted by the action of massage, which quickly drives the used up matter into the circulation and facilitates the supply of the new materials. Not only is the waste product of the tissues, effect of fatigue and combustion, etc. carried away, but fresh building materials are induced in their place. Diseases are caused by a defect in the removal of such substances, a modification of the normal proportions of the living substance of the body, a corruption of the humours and the deposit of foreign and morbid matter in the system. We also find it possible to break up and absorb many growths or discharges. These absorb and remove the lymph produced by the blood or exuded through the walls of the blood vessels by action of massage. Massage of the abdomen is one of the best remedies for purity of the blood - anemia, the immense variety of nervous complaints, especially hydrochondria and hysteria; disorders of the stomach, liver, spleen; chronic catarrh of the stomach and intestines etc. The increased circulation of the organs give vital activity to the brain and nerve system.

By P.R. Canaday--- 3078 Kent--DesMoines Hy. 7-6621

At last we are glad to have something printed about MASSAGE since so much has been printed that has not been Massaged. Editor)

ABOUT OUR PAPER

When a person is "TOO SUCCESSFUL" or maybe a person should say more successful than they had anticipated, a reflex thought occurs to them that it is a "Quiet before the storm" --- and so we editors of your paper wonder. Of course we know, and so do you that we put in hours trying to select the words to say, until sometimes they appear to be a "Pile of words" instead of literature, and each time it is given to the American Association of Masseurs and Massuses, and our readers free of charge Volunteer as a donation; But maybe your Editors are dreaming. We do wonder if we can improve our paper? We would like some CONSTRUCTIVE, and co-operative and helpful suggestions made to us..... For one thing, we want to have the privilege of printing questions that you are going to propose at the coming State Convention. Your answer June 5, 6 Gonto Pg 29

Ruth Williams---How about some of those fine CARTOONS?

F-E-A-T-U-R-E A-P-R-T-I-C-L-E

By John Murray---

STANDARD TRAINING FOR MASSEURS AND MASSUSES

Editors Note; It is expected to explore this subject at our National convention in Davenport Iowa August 5-6-7-8--1954 Possibly from many other angles also.

There is a constant need for masseurs, especially in the Athletic and physical conditioning systems, throughout the United States. The need is great, because the schools of massage, who are graduating students, and the various physical conditioning systems, are not coordinated in their techniques and routines. A student graduating from the very best, top ranking schools of massage or colleges of physical therapy will very likely have to forget the techniques and routines, he has learned, except the basic principles of massage, and learn an almost complete new routine. One of the principle reasons for this is--These various systems of physical conditioning employ several masseurs and massuses, each technician has to have as near as possible the same manipulations in his or her routine, as the other one working next to him or her, because each one has a time limit, for each client. Then the client has no objection to taking which ever masseur or massuse is available at the moment. This makes it very confusing to a new masseur or massuse in a new position, And not at all appreciated by the clientele. There is only one advantage, the new masseur or massuse gets paid while learning the new techniques. If he doesn't have smoothness and coordination in a very short time he is replaced by one who does have it.

The physical conditioning systems do not use the same techniques and routines among each other, so it is difficult for a massage technician to go from one system to another without having to change his routines to fit certain time limits and certain tempos. Some Clubs have an athletic massage, a brisk invigorating massage, using very little lubrication, time about thirteen to fifteen minutes. A general oil massage of about twenty minutes, tempo a little slower, deeper and more firm, and using just enough oil to break the friction. And a Swedish massage of forty five minutes duration. All clubs & Bath houses have the alchol rub of aboyt seven minutes duration. There is little call for alcohol rubs compared to massage.

The Athletic clubs and physical conditioning systems are the largest employers of Masseurs and Massuses in the United States. So I think it would be of benefit to them to get together among themselves and the schools of massage, and adopt one standard routine. I feel that this would bring about a warmer feeling, between the schools of Massage, the students, themselves, and the largest employers, and their clientele.

I have been employed by four physical conditioning systems in Washington and California, besides a physical therapy clinic and a hospital. In each of the four conditioning systems I have had to learn a different routine and tempo.

I am a graduate of the Chicago College of Swedish Massage and of the Los Angeles College of Physical Therapy, when employed by a physical therapy clinic and a hospital. I used the technique and routine taught me by these colleges, with good results, having obtained a handful of very good recommendations from medical doctors that have referred patients to me and many words of praise from a clientele who

who have had massage all over the world (motion picture people), I would be willing to change my techniques, at any time to fit any STANDARD techniques in massage, if need be.

I find the medical profession is very cooperative, if you are qualified in the field of massage and physical therapy and they are properly approached. If we expect to get proper legislation, we must do several things. First we must consider our educational back ground and know our limitations, and stay within them. We can't take a man or woman with a common school education, teach him or her a massage routine, let them read a book or two on Zone therapy, Reflexology, Myology, or some other forms of therapy and put him or her in the field of healing arts as a qualified technician, capable of diagnoses, and call themselves Doctor, and expect the medical profession or any one else to have much confidence in him or her. Second-- We as massage or physical therapy technicians must stay within the limits of our profession, there is a great field for our work with in its own limits, we must not try to incorporate in our treatments, diagnosis by zone therapy, reflexology, Irisdiagnosis, or any other diagnosis. If we assist nature, by a thorough scientific Swedish massage, various forms of hydrotherapy, and medical gymnastics where indicated, we won't need to diagnose anything. Nature will do the job for us. Third--The various conditioning systems and Athletic Clubs are too powerful through its memberships to antagonize, by dictating to them to employ only graduates from certain schools, who as I have said before must learn a different technique and routine for each individual club.

These clubs want masseurs and massuses trained in their own individual way. They also want technicians with education and personality. In the departments where business men and women attend. (In the gymnasiums where wrestlers & fighters are conditioned, strong arms & hands are all that is necessary for a masseur) To get the type of technician desired The Washington Athletic Club prefers to take young men from the Universities who are majoring in Physical Education, Pre-medical courses, or Physical therapy. They now have on their payroll, one student of each majoring in the above courses, with one masseur graduate of the school of experience with 20 years (continuous) to his credit in athletic clubs. Our manager is a graduate of physical Education with special courses in Physical Conditioning, and Rynsiology, as well as fourteen years as a masseur.

I am a graduate of physical therapy.

The women's conditioning department of the Washington Athletic club have three to four masseurs with similar back grounds. This will apply in every other similar club that I am familiar with. A letter on file in the office at the Washington Athletic Club, coditioning Dept dating back to 1947, by a graduate of one of a certain. Massage schools, applying for a job as a masseur, was so poorly constructed, and misspelled, that it was a reflection on the man's intelligence, yet he probably felt he was qualified to be a doctor, since he had a certificate. Needless to say he didn't get the position.

So these are the things we need to guard against and try and overcome, if we wish to make our Association bigger and better, that we may have recognition in a legal and ethical, and respect & confidence.

(Our Member) John Murray.

Boy to father; "Dad!-- If an electric train goes 50 miles an hour
against a 50 mile wind, How fast does the smoke go?"

Father; "I give up".

Boy to Father;" An electric train don't have smoke!"

Plat pg.

The Following is from our
Mr. D.S. Carlson National Sec-treas.

If interested in buying a well established massage practice in the state of Washington, contact G. Bibbins, 220 Sunset Bldg, Bellingham, Washington. This man has a serious heart attack and cannot practice anymore. Will sell at a sacrifice. Equipment & supplies consist of steam cabinet, shower, 6ft. bath tub, 2 massage tables, towels, sheets etc. Bellingham has a population over 34 thousand. A live wire can make good there.

Spokane Washington
Friend Milton. March 15, 1954

Here is a suggestion for an article for the Washington News. Please write it up, you know how much space you can allot to it.

Members lost for Non-payment of dues 8
New Members received since August 1954 12

Here is the bad thing-only one member has paid toward the Legislative program since September 1, 1954. Looks as if our members are not interested in getting a Massage Bill passed.

Fraternally
(signature) F.E. Bloom

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Certainly I will write, or try to write an editorial on this subject.... Seems that I have written several times about paying our \$3.00 per month Legislative Voluntary monthly Contribution. But an Editorial must not only write about a thing, but must offer some solution.

I can't think of anything that will represent this problem better than the pendulum of a clock. Tick tock. Tick tock, and time seems to continue on.... Yes we can stop the clock, but we can't stop time.

Our A.A.M.M. is growing... from 8 to 12 members, and it does seem that that is a small thing for the State of Washington. But like the pendulum Washington seems to be swinging, maybe not exactly in the wrong direction, but not very strongly in the right direction, at this writing.

I am not at liberty at present time to tell you how our National Organization has grown AS I WOULD LIKE TO TELL, (you know that this record can be used for evil purposes as well as good by persons of evil intent) But I will tell you that since last August I know of three State Charters that have been issued, and persons from states not heard of before are writing our National headquarters asking for applications and sending paid memberships... etc. Our National Organization seems to be growing faster than any other organization of its kind in the U.S. at the present time.

Mr. Bloom is warning us that we should also be getting in our Legislative fund. Some of our members are waiting to send in the entire \$36.00 at once, so I have been told... Others can't seem to get the push behind them to act.

We want our "Clock" to be on time! Some of the members think that we should not try to get our Bill this comming legislative session

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This merely means that we are stoping the Clock, time runs on just the same, and the question comes, when do we "Catch up?"... We pledged that we would subscribe the \$3.00 voluntary subscription each month to this fund---We are not losing this money, we are investing it in a most honorable profession--- we will never have any real regrets when we see how we grow, and what good use is being made of these funds.

To do otherwise is to be slothful. Do we want to live in a house that is falling apart without cleaning it up, and making it livable?. Well, without a Legislative act, a Bill, our profession is in such a condition, Coming to pieces at the seams, and if we are to have a profession that we can be proud of we must get it fixed, and to do this we must have funds with which to work.

Previously our Legislative Committee has accounted for all the funds entrusted to them. Mr. Bloom is under bond, and he has the money in a bank secure, for this purpose. But we can't stop here, we must get busy.

Now about Membership.... We talk, and talk and talk... But no one seems to realize that it is their own duty to ask persons to become members, and secure applications for them. We sent you an extra A.A. M.M. News about the first of January, and this paper never heard of a person being sent a single copy, nor has any of our members tried to get new members. The members that join just "COME AND ASK"--- Is that the way to be about your profession?

Certainly not---- So lets get busy. All we have to do is ASK, and be refused. But later someone again asks, and then the member prospect sees that they are asked several times, they can't resist... But make it a point to do this organizing. If you don't do it yourself, it will be done by paid organizers, and you will pay---either by cash or you will pay by loosing your good status. Which do you choose----Tick, or Tock?.... but get busy pay your fees to Mr. Bloom. Come to the Next convention June 5 & 6th at Vancouver Washington, where we can answer your questions to better advantage, where we can discuss the bill. and in the meantime write Mr. Bloom, check your account.F.B. Bloom 10--West 6th St Spokane Washington.

ITS FUN TO GET NEW MEMBERS---Try it.

YOU TELL ON YOURSELF!

You tell what you are by the friends you seek,
By the very manner in which you speak,
By the way you employ your leisure time,
By the use you make of dollar and dime.

You tell what you are by the clothes you wear,
By the Spirit in which your burdens you bear,
By the kind of things at which you laugh
By the records you play on the phonograph.

You tell what you are by the way you walk,
By the things of which you delight to talk,
By the manner in which you bear defeat,
By so simple a thing as how you eat.

By the books you choose from the well filled shelf,
In these ways and more you tell on yourself,
So there's really no particle of sense
In an effort to keep up false pretense.

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B-O-A-R-D - O-F D-I-R-E-C-T-O-R-S

M-E-E-T-I-N-G

Time--- April 11---1954 10 A.M.

Place-- Wenatchee Washington---

The State Board of Directors of the Washington Chapter are scheduled to meet in Wenatchee Washington on April 11, 1954--- at 10:00 A.M. At this writing Hotel Arrangements have not been concluded, but we expect to hear from Mr. Bloom about the matter, as we have only to April 11 to find out certain details of the meeting.

The purpose of this meeting is to make arrangements of the Convention Program to be had in Vancouver Washington on June 5th & 6th.

Section 8--By Laws Pg 15

Constitution of the A.A.M.M. Adopted Aug 8, 1952

"The State Chapter shall hold state-wide Convention prior to the National Convention, to make plans to attend the National Convention, to discuss questions that are to be prepared and presented to the National Convention for discussion and action. The State Secretary shall report all state meetings, also financial reports to the National Secretary Treasurer."

N E X T S_E_A_T_T_L_E M E E T I N G_

MAY 2- 1954 Swedish Hall--- 1627-8th Ave

Elsewhere you find a good report of what happened at our Last Local meeting in Seattle--- It was sure good... Now you have about a month to get all set to attend the next Seattle Meeting.... It also should be good... Listen to this:-

Dear Mr. Niedfelt:-

It would give me great pleasure to be able to attend your meeting on Sunday Evening, May 2nd and give you any information I may be able to. My wife and I will be making the trip over. I don't know of any others who may be able to go at this time. Thanking you for your invitation and hoping to see you at that time, baring unforseen circumstances.

Yours truly
(Signature) (Joe M. Cates.

I don't exactly know who Joe is--- But he is one of those fine people who has pushed the massage profession in Canada. Canada has a Massage Law that divides the Massseurs in three classes, and Joe is going to tell us all about their law. Maybe we can gain something by comming to meeting, getting acquainted with Joe and his wife and asking a few questions--- Our members certainly want to be there. By the way--- when you work at Massage in Canada, you belong to the profession, or you don't work long. Also their Association!

Pg 55 H.H. Feb "Sales of Cigaretts in 1953 were 10% or 35 billion individual cigarettes less than in 1952--Watch the Cancer rate drop for that year."

Pg 60 Fbe H.H. More than 3000 poisons are now used for Food preservations or to "Doll-up the appearance of such food" And none of the 3000 poisons is safe.
End..